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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/718,822	11/21/2003	Jan Chipchase	088245-1060	1339
23524	7590	02/12/2009	EXAMINER	
FOLEY & LARDNER LLP			PERUNGAVOOR, VENKATANARAY	
150 EAST GILMAN STREET				
P.O. BOX 1497			ART UNIT	PAPER NUMBER
MADISON, WI 53701-1497			2432	
			MAIL DATE	DELIVERY MODE
			02/12/2009	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	10/718,822	CHIPCHASE, JAN	
	Examiner	Art Unit	
	Venkat Perungavoor	2432	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 11 December 2008.

2a) This action is **FINAL**. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1-6,8-21,37-41,43-54,70-72,74,75 and 77 is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) Claim(s) _____ is/are allowed.

6) Claim(s) 1-6, 8-21, 37-41, 43-54, 70-72, 74, 75, and 77 is/are rejected.

7) Claim(s) _____ is/are objected to.

8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All b) Some * c) None of:

1. Certified copies of the priority documents have been received.
2. Certified copies of the priority documents have been received in Application No. _____.
3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. _____ .
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)	5) <input type="checkbox"/> Notice of Informal Patent Application
Paper No(s)/Mail Date _____ .	6) <input type="checkbox"/> Other: _____ .

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 12/11/2008 has been entered.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 1-6,8-21,37-54,70-72, 74-75, 77 are rejected under 35 U.S.C. 102(e) as being anticipated by US Patent 7343329 to Sharp.

Regarding Claim 1, Sharp discloses receiving entity a first selection associated with an electronic item through an input interface of a computerized vending machine see Col 9 Ln 65-Col 10 Ln 5;

electronically receiving a second selection associated with a physical item through the input interface of the computerized vending machine, wherein the physical item includes a storage element see Col 10 Ln 6-14;

Art Unit: 2432

storing the electronic item in the storage element of the physical item in response to the received first selection and the received second selection see Col 10 Ln 18-26; and

the computerized vending machine providing the physical item wherein the electronic item is accessible from the physical item see Fig. 5.

Regarding Claim 2-11, 20-21, 38-46, 54, Sharp discloses the virtual entity being a service provided through RFID through a remote station see Col 10 Ln 55-59.

Regarding Claim 12-19, 47-53, Sharp discloses the physical entity taking many forms including rings, watches, jewelry and cards see Col 9 Ln 43-52.

Regarding Claim 37, 70, Sharp discloses a memory having program code stored therein see Col 12 Ln 64-65; and

a processor disposed in communication with said memory for carrying out instructions in accordance with said stored program code see Col 13 Ln 5-15;

wherein said program code, when executed by said processor, causes said system to perform operations comprising:

receiving a first selection associated with an electronic item see Col 9 Ln 65-Col 10 Ln 5;

Art Unit: 2432

receiving of a second selection associated with a physical entity item, wherein the physical item includes a storage element see Col 10 Ln 6-10;

storing the electronic item in the storage element of the physical item in response to the received first selection and the received second selection see Col 10 Ln 18-26 ; and

providing the physical item wherein the electronic item is accessible from the physical item see Fig. 5.

Regarding Claim 72, 74, 77, Sharp discloses the receiving specifications of one or more physical entity cosmetic attributes see Col 13 Ln 59-65.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Venkat Perungavoor whose telephone number is (571)272-7213. The examiner can normally be reached on 8:30-5:00. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Gilberto Barron can be reached on 571-272-3799. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 2432

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/V. P./
Examiner, Art Unit 2432
February 9, 2009

/Gilberto Barron Jr./
Supervisory Patent Examiner, Art Unit 2432